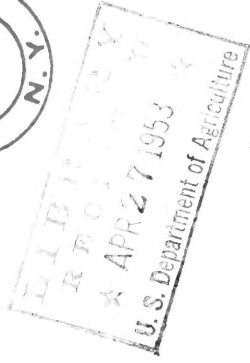


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Can You Spare 10 Minutes To Grow 3000 Flowers Like These?



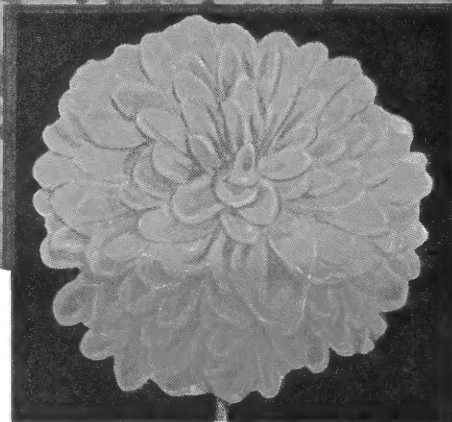
Lib. U.S. Dept of Agr.
Washington, D.C.
Washington, D.C.

B

These Flowers Never Existed Before 1952



*Science Develops Spectacular New Varieties
That Bloom By The Thousands;
Remarkable Offer Made To Readers Of This Announcement*



BEAUTY BY THE BUSH! ▲ You are now looking at **ORSONA** — a super-blooming plant that never existed before in history! First developed by plant scientists in 1952, A SINGLE PLANT OF THIS ASTONISHING NEW VARIETY PRODUCES NEARLY 800 FIERY-RED BLOSSOMS THIS SEASON — UP TO 2400 BLOSSOMS NEXT YEAR — and is completely covered with showy masses of flowers 4 months of the year! A rare member of the Chrysanthemum family, it grows 30 inches high, thrives in almost any soil and is one of the easiest plants to grow! To discover how you can have thousands of these colorful flowers in your garden this season . . . read this page!

ACTUAL SIZE OF BLOOM! ▲

Guaranteed To Bloom!

Kellogg's
Established
1869

This summer, how would you like to flood your garden with thousands of flowers that flame into a gigantic fireball the size of a bushel basket—and then change their colors from red to cardinal, from bronze to orange, while each plant is completely covered with solid masses of flowers! How would you like to grow some varieties **THAT NEVER EXISTED BEFORE 1952** — miracle plants with such fantastic blooming power you can set your landscape ablaze with 800 flowers from one single plant — and fantastic as it may seem, **EACH FLOWER YOU GET IS THE SIZE OF A LOVELY CHRYSANTHEMUM!**

Like Blooms From Another Planet

How would you like to grow flowers so strange they actually look like chrysanthemums growing on an azalea bush—flowers so incredibly beautiful they look like an unbroken mass of blossoms in August, September, October, November, right up to frost — flowers so incredibly hardy that in Northern climes they sometimes stay in bloom weeks after the first snows have fallen—flowers so easy to grow they thrive in almost any soil with hardly a few moments of care! And lastly, how would you like to grow thousands of flowers so perfectly developed by plant scientists that they burst into flaming clusters of bloom for you even if you've never planted a seed be-

fore in your life. Flowers that blossom by the thousands year after year! Flowering plants still so rare, so precious, so valuable they are likely to be worth \$30 to \$50 cash value to you next year. **Even though they now cost you less than 1/6th of a penny a bloom!**

What Plant Scientists Discovered in Asia

Nearly 20 years ago, while exploring the vast wilderness of China, a leading American plant scientist named Vincent DePetris was startled by a strange-looking plant that seemed like a miracle of nature! At first glance, it appeared to be an enormous azalea bush completely covered with masses of fiery-red blooms. **But azaleas flower in spring!** And this was the first week of November! And what completely electrified DePetris was the fact, that as he drew closer, each flower actually resembled a beautiful flame-red chrysanthemum! Feverish with excitement, he rushed back with this strange discovery to his world-famous breeding laboratories at Grosse Pointe, Michigan. And there, the great

work of Vincent DePetris began . . . to turn this one plant into a **SUPER-BLOOMING NEW BREED OF FLOWER** never before known or equalled on earth!

Can Nature Be Changed?

Finally, after 10 years work, after nearly 3,000 experiments of cross-breeding this exquisite plant with prize-winning mums from Holland, France and England . . . this famous plant breeder discovered that he could change the color of this strangely beautiful flower from red to orange, from orange to yellow, that he could produce two flowers where one grew before, and make each flower bloom 1½ times larger! He discovered that he could penetrate the mysteries of nature and change the yellow flower to pink, the pink to orchid. He discovered that where one blossom grew before, he could now grow as many as 10 . . . flowers so thickly clustered you couldn't reach in your hand to count them! He discovered that he could make this plant bloom even earlier, and blossom again and again until it formed a sheer, solid mass of flowers, and he discovered how to make that sheer mass of flowers hold its bloom even longer! He discovered how he could toughen this plant

and make it so virtually foolproof that it would burst into bloom for you in almost any kind of soil—even if you've never planted anything before in your life!

Blooms Like No Other Plant In History!

But the greatest triumph was still to come! Finally, after 16 years' work — after more than 10,000 experiments — he developed the spectacular Orsona — one single plant that gives you up to 800 flame-colored blossoms this summer and fall . . . a sheer living wall of fiery red blossoms stretching 2½ feet high and up to two feet across this year . . . double that flowering area next year . . . with the promise of countless more thousands of blooms for you year after year!

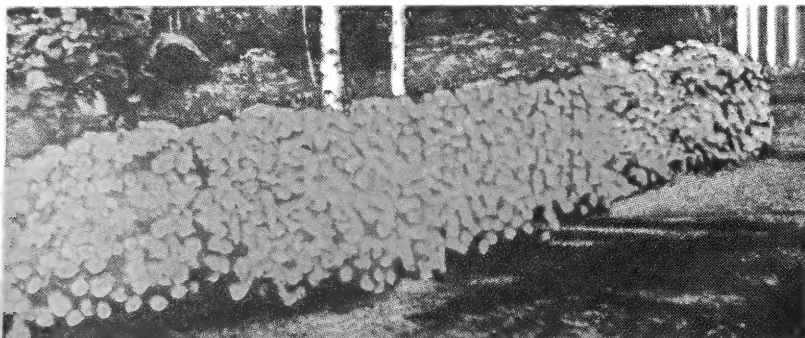
Defies Frost—Adds Color To Your Garden Long After Most Flowers Are Dead!

This discovery means that with only 6 super-blooming plants you can flood your terrace, your porch, your beds and borders as each plant alone puts on a fiery splash of color. Or you can use your 6

plants to line your walks or your driveway with a solid bloom-packed hedge of more than 3,000 red, gold and orchid-pink blossoms this year . . . **up to 10,000 more next year!** It means that in late fall when other flowers in your garden are dying your miracle mums will flame with even deeper fire and brilliance as the cold weather approaches . . . and sometimes stay in bloom weeks after hoar-frost! It means you can pick flowers by the armful . . . actually strip each plant bare of its flowers with a scissors, if you wish . . . and see it erupt into bloom again inside of a week or 10 days! Because plant scientists are giving you highly developed varieties so eager to burst into bloom, the faster you pick 'em, the faster they grow! And it means you can be the envy of your neighbors . . . first in your community to grow these super-blooming flowers. Because never before has this amazing collection been offered.

But supplies are still so limited, this is the first and only time this year we can make this offer. To reserve your 6-plant collection you must mail coupon now! Send no money! Pay when your plants arrive!

Look What Only 6 Plants Will Do For Your Garden This Season!



HOW'S THIS FOR A LIVING WALL OF FLOWERS! These miracle mums leap 2½ feet high this season completely covered from top to bottom with flaming masses of blossoms!

Cut Off and Mail Today — No Stamp Needed!

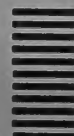


BUSINESS REPLY CARD

First Class Permit No. 8, Sec. 34.9, P. L. & R., Three Rivers, Mich.

R. M. Kellogg Co.

Three Rivers, Mich.



SEND NO MONEY! ORDER NOW... PAY WHEN YOUR SIX PLANTS ARRIVE

If we had 50 times more of these super-blooming miracle mums, we couldn't begin to fill the tremendous demand.

If you do not order your 6-plant collection within the next few days, we are sorry, but there is no practical way we can fill your order. So, if you act today, Kellogg's Nurseries will ship you a choice collection of 6 miracle mums for only \$4.95 complete — enough to give you more than 3,000 two-to-three inch flowers this growing season for less than 1/6th of a penny a bloom! Each and every variety in your collection is easily wrapped and labeled... with easy planting and landscaping instructions to help you blend your masses of color from each plant. Kellogg's Nurseries, established in 1869, guarantees that every claim made above will be fulfilled in your garden... that every plant will grow and bloom or be replaced free of charge. You cannot buy our collection anywhere else in America. And remember, this is your only chance to order! So for the garden

of your dreams, for fabulous flowers that bloom by the thousands year after year, mail no risk coupon at once!

Your Plants Worth \$30 to \$50 To You Next Year!

If you leave your plants in the ground this year, they'll double in size, and then stop spreading. But if you want to, next fall after blooming season, you can simply lift out each clump... divide 'em into 5 to 10 plants from each clump... and you can have up to 60 plants next season, each blooming the size of a bushel basket again! And that makes 'em worth \$30 to \$50 to you!

You Can't Buy These Flowers Anywhere Else! Supplies Limited! To Reserve Your Dream Garden Collection Act Now!

—MAIL NO-RISK COUPON TODAY!—

**R. M. Kellogg Company, Dept. R A L
Three Rivers, Michigan.**

Please ship me immediately the miracle chrysanthemum collection I have checked below. When my 6 plants arrive, I will pay postman only \$4.95 C.O.D. plus delivery charges. If any plant fails to thrive and bloom, you will replace it free of charge.

Check Offer Desired:

- ☐ Rainbow Collection of 6 miracle chrysanthemums—\$4.95. (You get 1 Blazing Red, 2 Gold, 2 Orchid-Pink, 1 Raspberry Red.)
- ☐ 2 Rainbow Collections, 12 Plants—\$9.50. (You save 40c.)
- ☐ 3 Rainbow Collections, 18 Plants—\$13.50. (You save \$1.85).

Name.....
(Please print in pencil)

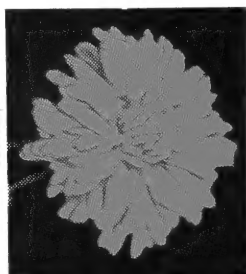
Address.....

City..... Zone..... State.....

☐ Check here to Save Money. Enclose payment with order and we pay all postage. (You save approximately 60c postage and C.O.D. fees. Same guarantee of satisfaction, of course.)

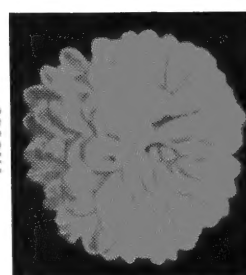
Every Plant In Your 6-Plant Rainbow Collection Is Guaranteed To Be A Super-Blooming 1952 and 1953 Development Of Plant Scientists!

Enjoy thousands of glorious red, orchid-pink and gold blossoms now and for years to come! Remember, we do not send you a piece of bare root with a bit of stem attached. You get 6 sturdy, well-rooted, highest quality ready-to-plant miracle chrysanthemums packed in a special humidity container to reach you in tip-top planting condition. Each plant we send you is guaranteed to bloom and is backed by the proud 84-year reputation of R. M. Kellogg Co., established in 1869 — one of America's oldest and most reliable nurseries.



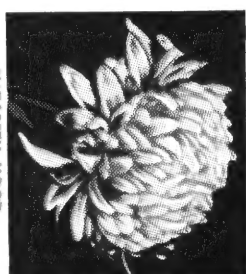
GENISTA

Brand-New 1953 Introduction
You'll pick a golden bouquet a day from August till frost. Handicapped and handicaps alike will find it a most interesting 30" high. Or mass the gold beauties we send you for an overwhelming display up to 4 feet across. Multiply year after year. 2 1/2 inch blossoms.



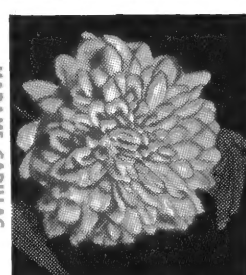
ORSONA

Brand-New 1953 Introduction
Imagine! Nearly 800 red blossoms blazing next year from one single plant! Entire plant leaps like a wall of fire 30" high, approximately 1 1/2 to 2 feet across, an unbroken mass of bloom from top to bottom. Blossoms 2 1/2" across, sometimes larger.



ELIZABETH HOOD

Introduced in 1952



MADAME CADILLAC

Developed in 1952

As blossoms open, watch them change color from a flush pink to newest popular range of deep orchid. Entire plant stretches in a huge ball up to 4 feet across. Multiply year after year. 2 1/2 inch blossoms next year.

Raspberry-Red masses of bloom — an unusual color not often found in nature. Colors change with weather, turning at same time as an exquisite mass of beauty from August to frost. As cut flowers, each stem is a complete bouquet in itself.

Only 20 Minutes To Plant—A Complete Garden In Itself Nearly 4 Months A Year

And now do you realize what this discovery means to you, if you are a person who loves flowers? It means that this summer and fall you can make your garden the showplace of the community with flowers that blossom by the thousands... bloom into color-splashed masses so densely packed with flowers you'll barely see a leaf show... bloom into flowering walls and hedges so alive with brilliance no artist can capture their beauty! And you can do it all with just 6 plants we send you... in just 20 minutes... whether you're an expert gardener or the greenest beginner! Because they're shipped to you ready-to-plant in moss-packed containers and it only takes a few minutes to scoop out 6 holes and plant them! It means that you can take a single ruby-colored plant we send you... and watch it cascade into a glorious shower of sun-drenched blossoms that glitter in your garden in August, September, October, November, right up 'til frost! It means that you can take a single blazing red we send you... plant it next to the shimmering gold variety... and watch its flame blossoms drift like a sea of fire into billowing waves of gold, as fresh masses of blossoms burst forth almost daily! This unforgettable picture will stun your neighbors with its beauty nearly 4 months a year. And the memory of that fiery scene will thrill you all winter long until your thousand-flower chrysanthemums burst into bloom again next summer and fall... twice as large, twice as beautiful!

© 1953, R. M. Kellogg Co.,
Three Rivers, Mich.